



MEDIA RELEASE

[Embargoed till December 10 2013, 3pm]

Christmas Comes Early for the Dogs at the SPCA

The animals at the Society for the Prevention of Cruelty to Animals (SPCA) have reason to be jolly this Christmas.

10 December 2013 — A tasty treat is lined up for the shelter dogs at the Society for the Prevention of Cruelty to Animals (SPCA) this Christmas – a 5kg Christmas cake auctioned off for S\$1000 has been donated to the shelter (**Refer to Appendix A**).

The cake comes as part of an auction organised by students from Singapore Management University's People for Animal Welfare (PAW) club. The auction, held a few weeks before this year's World Animal Day, found the highest bidder who bid S\$1000 for the cake sponsored by The Barkery (a local pet bake shop that serves up healthy treats for our four-legged friends). The bidder who wishes to remain anonymous went the extra mile and donated the cake to the dogs at the SPCA, putting in an additional S\$444.20 as donation to the shelter. All proceeds go towards helping the SPCA continue its services for the animals.

Tis' the Season to Give Responsibly

"Keeping a pet is not a decision to be rushed into, and especially not thrust upon someone as a gift. Getting a pet should not be done on a whim, and serious consideration should be given because this is a lifelong responsibility. The person receiving the gift may not be adequately prepared to care for the animal for its entire lifetime," says Ms Corinne Fong, Executive Director of the SPCA.

The advice comes as a timely reminder, in light of the year's prominent cases of pet abandonment and neglect. While pets make great companions, they are not Christmas gifts (**Refer to Appendix B**). To help spread the festive joy to the less fortunate, the public can also pick what they would like to sponsor for animals in the shelter. Items are listed on the SPCA's annual Christmas Wish List 2013 at http://www.sPCA.org.sg/helpus_fundraising_corporate.asp.

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About Society for the Prevention of Cruelty to Animals (SPCA)

The Society for the Prevention of Cruelty to Animals (SPCA) is a registered animal welfare charity and our two main objectives are to promote kindness to animals and to prevent cruelty to animals. Relying mainly on donations from the public and fundraising, the Society provides various animal welfare services including a 24 hour emergency service, cruelty investigation, education programme for schools and organisations, a sterilisation voucher programme for strays as well as running an animal shelter for abused and abandoned pets and strays. For more information, visit <http://www.spca.org.sg>


APPENDIX A



Note to Editor: The picture above serves as a guide to what the actual cake will look like. The Christmas-themed cake will be delivered to the SPCA on 10 December 2013 (Tuesday). The cake feeding session by volunteers and staff will commence at 2pm.

APPENDIX B

MANY OF US GET ABANDONED.

"Have a . Don't give us as presents."

**Say NO to Pets as Presents
this Christmas!**

